

Media Relations

Pitching PSAs for the Campaign for Mental Health Recovery

Part 2

Bob Carolla
National Alliance on Mental Illness



Media Lists

Research

- Directories and libraries
 - Bacon's
 - www.newspapers.com
 - www.radiolocator.com
- Local media Web sites
- Mastheads (print)
- Call switchboard

Media Lists

- Organization name
 - Name & title
 - Email address
 - Telephone number
 - Fax
 - Postal address
-
- Set up email groups (list serves)
 - Use single group name; e.g., psa@wxyz.com
 - Print copies; worksheets

Sample Media Lists

LUBBOCK, TEXAS
Population: 250,000

Print

Lubbock Avalanche Journal
Daily Toreador (Texas Tech University)
El Editor (weekly)
Southwest Digest (weekly)
South Plains Catholic (monthly)

Radio

KZBO-AM	KLLL-AM
KCLR-AM	KZIL-FM
KTMX-FM	KZLK-FM
KFYO-AM	KMMX-FM
KJAK-FM	KONE-FM
KKAM	KQBR-FM
KKCL-FM	KRFE-FM
KFLB-AM	KTXT-FM

Television

KCBD-TV	KLBK-TV
KGLR-TV	KTXT-TV
KVTV	KUPT-TV

Media Lists



Web Site Search

KONE-FM

www.cr101.com

Search: Contact Us

If you feel the need to speak to us...

Email us at info@rock101.fm or
Call Sean Dillon at 806-762-3000

To:

Your Name:

Your E-Mail Address:

City you live in:

Your Comments:

Media List–Complete Entry

KONE-FM

Scott Harris

General Manager

33 Briercroft Office Park

Lubbock, TX 79412-3020

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Fax Number: (806) 770-5363

Email: ???

Pitching Tools & Sequence

- Letter
- Email
- Phone
- Meeting
- Thank You
- Keep them informed

Advance notice: 1-3 months; plan a timeline

Coalitions

- Organize in advance
- Single point person—by project or media outlet
- Use personal contacts
- List of organizations in letter or email
- Diversity—community
- Doctors or hospitals

Timing--Events

Connect PSAs to events and timeframes

- Mental Health Month
- Mental Illness Awareness Week
- Walks
- Forums

Meetings

Ask about other ways to work together

- Public affairs interview programs
- Special mental health series
- Story ideas—offer people to interview
- Sponsorship of events

Make it a dialogue...how can you help them?

Sample Letter

Dear Station Manager:

I would like to request a meeting with you on behalf of the local community organizations below to discuss the Campaign for Mental Health Recovery's public service announcements that have been developed by the U.S. Department of Health and Human Services and the Ad Council.

One in four Americans are affected by mental disorders at some point in their lives. The Campaign PSAs are targeted particularly to high school and college-age youth—who can make a difference by reaching out to friends to get help when they need it. Suicide, the third largest cause of death for young people ages 18-24, usually involves mental illness.

The PSA campaign would be especially timely because May is Mental Health Month, which include a walk on May XX and an educational forum on May YY sponsored by individual members of our coalition.

A CD with copies of the PSAs is enclosed. They also are available on <http://psacentral.adcouncil.org> under “national mental health anti-stigma campaign.” Thank you for your consideration.

Sincerely,

Jane Doe
Executive Director
NAMI Little County

Coalition Members:

Consumer Council
County Department of Mental Health
MHA-Little County
NAMI—Little County
PTA, YMCA

Show and Tell

Site Kit—Leave Behinds—Keep Them Short, Simple

Specific Agenda—Specific Follow-Ups



Contact Information

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Technical Assistance

- For more information, assistance in ordering Campaign materials, technical assistance, or to become involved with the Campaign for Mental Health Recovery, contact the Campaign liaisons:

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